

BRIEF | MEDIA



Who We Are

Spirit is an organisation that takes care of children who cannot be in their biological families and builds a community of foster parents. Spirit believes that no child belongs to institutional care.

One liner. Brief in a tweet

Create interest of the public in foster care, resulting in 1000 new foster parents

Background

In the Czech Republic, approximately 6,000 children are currently growing up in institutions. Although the quality of institutional care has improved in recent years, it can never replace the warmth of a real home—filled with love, patience, and hugs. Foster parents—whether complete families or dedicated individuals—can provide this care and create a true home for these children.

Foster care can be temporary (until the child can return to their biological parents) or last until adulthood. While it is not possible to provide foster care to all children currently in institutions, the goal is to fully prevent new children from entering institutional care.

In 2021, MPs approved an amendment to the law that prohibits placing children under the age of three in institutional care from 2025. However, there is still pressure to lift this ban—there are not enough foster parents. A ban on placing children under the age of 7 in institutional care will apply from 2028, which seems unfeasible.

There is no doubt that institutional care harms children, just as there is no doubt that individual care benefits all children, including children with severe combined disabilities.

Our association has been collecting stories of foster families since 2018. We are also foster parents ourselves, so we are well-versed in the system and its problems.

Challenge

Inspire 1,000 new families to become foster parents.

Introduce foster care to the public as a service that can change the lives of children facing hardship while also bringing new meaning to our own lives.

Break the stereotype that foster care is only for "special" or "alternative" people and challenge the misconception that some children are "unfit" for family life.

WHAT WE NEED

A strong campaign concept that, despite limited media resources, will generate interest in our cause and reach the public in a direct yet engaging way.

Target audience

Primarily younger and middle-aged adults (30-55) with the energy to care for a child who may have experienced difficult situations.

People who strongly desire to help or are at a stage in life where they have the opportunity and inner motivation to do something meaningful.

The primary focus is on women, but men are not excluded.

Their motivation is the desire to be helpful, not financial gain.

Insight

Nothing gives our lives greater meaning than providing a child without a home with a good start in life. In their happiness, we find our own!

Campaign Objective

By 1 Dec 2025 - gain 100,000 regular newsletter subscribers x active followers on networks

By 01 Jun 2026 - 1,500 people in the club - serious people interested in fostering

By 01/ Dec 2026 - 1,000 new foster families (foster parents) - the goal

Key message

Foster care is an opportunity how to change the lives of children in difficult circumstances and give meaning to our own.

Facts supporting the message

- A foster child can enrich a family in many ways.
- A foster child brings opportunities for personal growth, humility, empathy, and mutual understanding.
- A child receiving good foster care has a much better chance of growing into a confident, happy adult. Foster care is a profoundly fulfilling experience.
- Meaningful, lifelong bonds often develop between foster children and their foster parents.
- Foster care is a hallmark of a developed society, promoting solidarity and mutual support.
- Foster care helps break down many societal prejudices.
- Foster care is not the same as adoption.

Brand Personality/Tone of voice

Honest, human, clear, and emotional, but without excessive pathos or emotional manipulation.

Budget

We currently have zero budget, but we are confident that we can raise between 500t and 1m CZK. If the concept is truly extraordinary, we will try to raise an additional budget.

Web & Social media channels

Website - <https://spirit2018.cz/>

Facebook - <https://www.facebook.com/spirit2018/>

YouTube - <https://www.youtube.com/@SPIRITz.s>

LinkedIn - <https://www.linkedin.com/company/spirit2018-z-s/>

General Partners

nova

visibility

Media Partners

MAM MARKETING & MEDIA

refresher

Image partner

shutterstock

Organiser

Lionhearted